



Brand Guidelines

July 29, 2021

www.FourKites.com

Our Logo

The FourKites logo is clean and sophisticated. It is the face of the FourKites brand. The primary logo is made up of two parts: the brand mark and word mark. An alternate version of the logo includes just the brand mark.

The logo is useless if not legible. For this reason, it should never be scaled down to a size where the text is too small to read. The FourKites logo should not be scaled down below a minimum of 1 inch.



BRAND MARK

FOURKITES



WORD MARK



BRAND MARK



1 IN

Logo Colors

The FourKites logo should only be used in the color variations to the right. See page 7 for color codes.

Logos have been provided in PMS, RGB, and CMYK color formats. Always choose the correct color format for your purpose (PMS for custom printing, CMYK for process printing, and RGB for digital applications).



Color Positive: For use on light backgrounds that provide enough contrast for easy legibility.



Color Negative: For use on dark backgrounds that provide enough contrast for easy legibility. Note that the grey kite is a lighter value in the Color Negative mark than in the Color Positive mark.



Black: For use on light backgrounds *only* when Color Positive is not an option (limited ink capability, engraving, etc.).



White: For use on dark backgrounds *only* when Color Negative is not an option (limited ink capability, engraving, etc.).

Clear Space

When using the FourKites logo always maintain a clear space around the mark. The margin of clear space around the mark should be equal to or greater than the height of the FourKites word mark (set flush against the word mark vertically, flush against the brand mark on the left, and flush against the word mark on the right) as shown here.

When using the logo on photographic or textured backgrounds, make sure the photograph or texture does not impede the legibility of the logo itself.



Dos & Don'ts

Particular attention should be paid to how the logo is handled so as to prevent inconsistency within the brand.



Do use the Color Positive logo on backgrounds that provide enough contrast with the logo for easy legibility



Do use the Color Negative logo on dark backgrounds providing enough contrast with the logo for easy legibility



Do use the One-Color logo when full color logo production is not an option



Do not stretch, squish, skew, or distort the logo in any way



Do not change the logo to an unapproved color



Do not rotate the logo



Do not add elements to the logo



Do not use the logo over a busy or complicated image that impedes its legibility



Do not add effects to the logo such as drop shadows, strokes, or gradients



Do not use outdated versions of the logo



Do not use the initials without the mark



Do not adjust logo layout or proportions other than approved lockups

Color Palette

FourKites has two palettes: primary and secondary. The primary palette consists of the colors in the FourKites logo, as well as darker variants of those colors. The primary palette plays the leading role in brand collateral. The secondary palette plays as supporting role. It brings in additional colors for use in diagrams, infographics, and other supporting collateral, and should only be used when additional colors (beyond the primary palette) are required.

PRIMARY PALETTE

PMS 638 C	RGB 0 175 215 # 00AFD7	CMYK 86 0 9 0
PMS 640 C	RGB 0 130 186 # 0082BA	CMYK 100 10 3 16
PMS WARM RED C	RGB 249 66 58 # F9423A	CMYK 0 87 80 0
PMS 180 C	RGB 190 58 52 # BE3A34	CMYK 3 91 86 12
PMS 396 C	RGB 225 224 0 # E1E000	CMYK 10 0 95 0
PMS 399 C	RGB 160 146 0 # A09200	CMYK 16 9 100 36
PMS 425 C	RGB 84 88 90 # 54585A	CMYK 65 55 53 29
PMS 426 C	RGB 37 40 42 # 25282A	CMYK 74 66 62 67

SECONDARY PALETTE

PMS 520 C	RGB 100 47 108 # 642F6C	CMYK 69 94 27 13
PMS 521 C	RGB 165 127 178 # A57FB2	CMYK 35 54 4 0
PMS 3405 C	RGB 0 175 102 # 00AF66	CMYK 92 0 85 0
PMS 359 C	RGB 161 216 132 # A1D884	CMYK 38 0 58 0
PMS 393 C	RGB 240 236 116 # F0EC74	CMYK 6 0 55 0
PMS 420 C	RGB 199 201 199 # C7C9C7	CMYK 6 4 7 13
PMS 422 C	RGB 158 162 162 # 9EA2A2	CMYK 19 12 13 34
PMS 424 C	RGB 112 115 114 # 707372	CMYK 58 47 48 14

Typography

The primary FourKites typeface is Proxima Nova. Its geometric curves, open counters, and many weights give it a modern and progressive tone while being extremely legible and flexible. Body copy should always be set in Regular or Light for ease of reading. Heavier weights should only be used to draw attention to short amounts of text such as headlines, call-to-actions, and key points.

FourKites' accent typefaces are Proxima Nova Extra Condensed Bold and Open Sans Regular.

FourKites' system font is Arial. It should only be used when the user doesn't have access to Adobe Fonts, or when using Microsoft Office products such as Word and PowerPoint.

Both Proxima Nova and Open Sans are available through Adobe Fonts.

PROXIMA NOVA BOLD

Aa

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890 !?&\$;:,.**

PROXIMA NOVA MEDIUM

Aa

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890 !?&\$;:,.**

PROXIMA NOVA LIGHT

Aa

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1234567890 !?&\$;:,.**

PROXIMA NOVA EXTRA
CONDENSED BOLD

Aa

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz
1234567890 !?&\$;:,.**

OPEN SANS REGULAR

Aa

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890 !?&\$;:,.**

ARIAL

Aa

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1234567890 !?&\$;:,.**

Questions?

Contact us with any questions regarding the FourKites brand.

CREATIVE DIRECTOR

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